

Avant-garde Experiments to Re-define the Concept of 'Materiality' in Fashion

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Abstract:

Fashion as a product with all its mental process such as designing and innovating and procedural processes for the implementation of the sketch design to final form, the all process depends on some materials to achieve and create the design to the real-world. Fashion producers and designers, whatever their views from one era to another, from one country to another, from one season to another, looked at fashion conventionally by the eye of protection, covering and decorating the human body, until a group of vanguard looked at fashion and fashion materials unconventionally. This new look to fashion materials and the concept of 'materiality' emerged –as the results of the current study indicates- from the new approaches to concepts relate to fashion, concepts of, functionality, performing, structuralism, exploring borders between fashion and art- science- technology, finally expressionism. The current study aims to present some of pioneering experiments of avant-garde fashion designers which are being considered experiments to re-define the concept of 'materiality' in fashion world. The study follows the descriptive and analytical approach to answer the research questions.

Keywords:

Avant-garde Fashion Designer, Re-Definition of (Materiality), Multi Disciplinary Approach

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